



City of Las Vegas  
Planning and Development Department  
731 South 4<sup>th</sup> Street.  
Las Vegas, Nevada 89101

Re: Holiday Inn Signage

To Whom It May Concern:

Nigro Development is proposing an Eighty-Seven room Holiday Inn Express Hotel at the SE corner of Sky Pointe Drive and Tenaya Way. Please find enclosed a sign package with this application. We are requesting a 65' tall pylon sign where 24' is the maximum height allowed in SC-TC. In addition, we are requesting a 12' tall sign on Sky Pointe Drive. The building signage consists of "Holiday Inn Express" and it's logo on all four sides at, or slightly above, the roof line on an architectural feature.

Signage and visibility are key in operating a hotel. This site will be nearly 27' lower than Ann Road and the adjacent on ramp to US 95 North. We are proposing to construct our 65' tall pylon sign on the South side of the Hotel. The code allows for a 24' tall pylon sign, however, it is evident that a 24' tall sign would not be seen as Ann Road would block such signage as shown in the attached renderings. By placing the pylon sign on the South side of the Hotel it will not be visible by residents as shown in 2 renderings. This sign is proportionate to the existing 65' tall Shell sign adjacent to us and the 55' tall Vista sign on the South side of Ann Road. We strongly believe that by placing this sign against the US 95 right of way it will have no impact on the surrounding neighbors while clearly identifying our hotel to vehicle traffic on US 95.

We are proposing a 12' tall sign along Sky Pointe. This is for directional signage only and will mark our entrance. Please feel free to contact me with any questions you may have.

Regards,

Brad Jones  
Project Manager Land Development